

**DETERMINING VISITORS' MOTIVATION TO LEGOLAND
MALAYSIA**

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DETERMINING VISITORS' MOTIVATION TO LEGOLAND MALAYSIA

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(810668)

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ABSTRACT

The reason of this research was to examine the motivations of people who visit Legoland Theme Park in Nusajaya, Johor. In this study, The Leisure Motivation Scale survey questionnaire was administered on visitors who will and had visited Legoland. A total of 110 questionnaires were distributed in May of 2014. The survey results of the four motivational dimensions in the Leisure Motivation Scale— social, intellectual, competence-mastery, and stimulus-avoidance—were analyzed across eight demographic variables, which included gender, age, ethnicity, residential status, travelling with children or not, number of times visited Legoland, level of education, and annual income.

The results showed that the intellectual dimension was the most influential motivation for people who visited Legoland. Moreover, this study found that visitors' motivations differ by demographic variables. The findings from this study provided information on what motivate people to visit Legoland with respect to specific demographic variables and what aspects of services and attraction of the amusement parks may enhance to attract and satisfy visitors with different needs.

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CHAPTER 1

INTRODUCTION

1.0 CHAPTER INTRODUCTION

This paper presents a research on Malaysia's first international theme park, Legoland Malaysia. The purpose of this research is to study the motivations of individual who choose to visit Legoland Malaysia and the differences in motivations across a variety of demographic variables. The first chapter contains the discussion on the background of the study, problem statement, scope of study, research objectives, research questions, significant of the study, limitations and definitions of key terms.

1.1 BACKGROUND OF RESEARCH

Legoland Malaysia is Malaysia's first international theme park opened in Nusajaya, Johor on September 15, 2012. The theme park has over 40 interactive rides, shows and attractions. It is the first Legoland in Asia and Legoland Malaysia is the sixth in the world. It is the centrepiece of a 5,500,000 sq ft (510,000m²) integrated in the Nusa Cemerlang Industrial Park, in the Iskandar Malaysia economic region. It is a perfect location consisting of a lifestyle retail centre, offices, hotels, service apartments and residential units (LEGOLAND Malaysia, 2012).

There are other Lego-themed attractions besides the Legoland Malaysia. Lego-themed water theme park was opened in middle 2012 followed by The Legoland Hotel.

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APPENDIX A

SURVEY QUESTIONNAIRE



SURVEY QUESTIONNAIRE

Kajian Soal Selidik

DETERMINING VISITORS' MOTIVATION TO LEGOLAND MALAYSIA

1. This questionnaire concerns on what motivate visitors to visit Legoland Nusajaya, Johor.
2. All information given in this questionnaire will be kept **STRICTLY CONFIDENTIAL**.
1. *Soal selidik ini adalah untuk mengkaji antara motivasi yang mempengaruhi pengunjung ke Legoland Nusajaya, Johor.*
2. *Segala informasi yang diberikan dalam kajian ini adalah **SULIT**.*

Hasniza Binti Aarif

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Thank you for participating in this study.

Terima kasih atas kerjasama anda dalam kajian ini.

Survey Questionnaire Part I

Please take a moment to tell us who you are. This information will be kept in the strictest confidence and used for statistical purposes only.

Demographics

Please tick (x) your answer on the following question

1. Gender

☐ Male

☐ Female

2. Age

☐ 18-27

☐ 28-37

☐ 38-47

☐ 48-57

☐ 58 and above

3. Ethnicity

☐ Chinese

☐ Malaysian

☐ Indian

☐ Singaporean

☐ Indonesian

☐ Others _____

4. Residential Status

☐ Residing in Malaysia

☐ Not residing in Malaysia

5. Travelling with children

☐ Yes

☐ No

6. Number of times visited Legoland

☐ First

☐ Second

☐ Third

☐ Fourth or more

☐ None

7. Level of education

☐ Master's Degree

☐ PhD

8. Annual Income

☐ RM20,000-RM29,000

☐ RM30,000-RM39,000

☐ RM40,000-RM49,000

☐ RM50,000-RM59,000

☐ RM60,000-RM69,000

☐ RM70,000 and above

Survey Questionnaire Part II

Instruction: Please tick (x) the number that represents your most appropriate answer.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

One of my reasons for visiting Legoland...

<i>Intellectual Factors</i>						
1.	to learn about things around me	1	2	3	4	5
2.	to satisfy my curiosity	1	2	3	4	5
3.	to explore new ideas	1	2	3	4	5
4.	to learn about myself	1	2	3	4	5
5.	to expand my knowledge	1	2	3	4	5
6.	to discover new things	1	2	3	4	5
7.	to be creative	1	2	3	4	5
8.	to use my imagination	1	2	3	4	5
<i>Social Factors</i>						
9.	to build friendships with others	1	2	3	4	5
10.	to interact with others	1	2	3	4	5
11.	to develop close friendships	1	2	3	4	5
12.	to meet new and different people	1	2	3	4	5
13.	to reveal my thoughts, feelings, or physical skills to others	1	2	3	4	5
14.	to be socially competent and skilful	1	2	3	4	5

15.	to gain a feeling of belonging	1	2	3	4	5
16.	to gain other's respect	1	2	3	4	5
<i>Competence/Mastery Factors</i>						
17.	to challenge my abilities	1	2	3	4	5
18.	to be good in doing them	1	2	3	4	5
19.	to improve my skill and ability in doing them	1	2	3	4	5
20.	to be active	1	2	3	4	5
21.	to develop physical skills and abilities	1	2	3	4	5
22.	to keep in shape physically	1	2	3	4	5
23.	to use my physical abilities	1	2	3	4	5
24.	to develop physical fitness	1	2	3	4	5
<i>Stimulus/Avoidance Factors</i>						
25.	to slow down	1	2	3	4	5
26.	because I sometimes like to be alone	1	2	3	4	5
27.	to relax physically	1	2	3	4	5
28.	to relax mentally	1	2	3	4	5
29.	to avoid the hustle and bustle of daily activities	1	2	3	4	5
30.	to rest	1	2	3	4	5
31.	to relieve stress and tension	1	2	3	4	5
32.	to unstructured my time	1	2	3	4	5

Thank you for your corporation.
Terima kasih atas kerjasama anda.

APPENDIX B

STATISTICAL DATA ANALYSIS RESULT

GENDER

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Int	Equal variances assumed	1.286	.259	-.535	108	.594	-.46838	.87601	-2.20479	1.26804
	Equal variances not assumed			-.510	78.039	.612	-.46838	.91923	-2.29840	1.36165
Soc	Equal variances assumed	.006	.940	-.782	108	.436	-1.08889	1.39328	-3.85061	1.67283
	Equal variances not assumed			-.775	91.721	.441	-1.08889	1.40587	-3.88119	1.70341
com	Equal variances assumed	5.677	.019	1.178	108	.241	1.22906	1.04353	-.83940	3.29752
	Equal variances not assumed			1.100	71.426	.275	1.22906	1.11725	-.99844	3.45656
Sti	Equal variances assumed	2.570	.112	1.304	108	.195	1.38974	1.06574	-.72274	3.50222
	Equal variances not assumed			1.271	85.940	.207	1.38974	1.09324	-.78356	3.56305

RESIDENTIAL STATUS

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Int	Equal variances assumed	.053	.818	1.294	108	.199	2.01980	1.56145	-1.07526	5.11487
	Equal variances not assumed			1.345	9.632	.210	2.01980	1.50211	-1.34454	5.38414
Soc	Equal variances assumed	.221	.639	.376	108	.707	.94279	2.50472	-4.02199	5.90758
	Equal variances not assumed			.334	9.108	.746	.94279	2.82099	-5.42719	7.31277
Com	Equal variances assumed	.147	.702	2.586	108	.011	4.72717	1.82816	1.10344	8.35091
	Equal variances not assumed			3.343	10.834	.007	4.72717	1.41391	1.60934	7.84501
Sti	Equal variances assumed	2.111	.149	-.138	108	.891	-.26513	1.92658	-4.08394	3.55368
	Equal variances not assumed			-.112	8.900	.913	-.26513	2.36229	-5.61817	5.08791

TRAVELLING WITH CHILDREN

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
									Lower Upper
Int	Equal variances assumed	.204	.653	.685	108	.495	.59351	.86585	-1.12276 2.30978
	Equal variances not assumed			.686	103.356	.494	.59351	.86493	-1.12181 2.30883
Soc	Equal variances assumed	1.187	.278	.081	108	.936	.11141	1.38213	-2.62822 2.85103
	Equal variances not assumed			.082	107.148	.935	.11141	1.36230	-2.58915 2.81196
com	Equal variances assumed	.165	.685	.397	108	.692	.41251	1.03815	-1.64528 2.47031
	Equal variances not assumed			.393	97.783	.695	.41251	1.05004	-1.67131 2.49634
Sti	Equal variances assumed	7.011	.009	1.269	108	.207	1.33857	1.05470	-.75202 3.42917
	Equal variances not assumed			1.319	105.956	.190	1.33857	1.01496	-.67370 3.35085

LEVEL OF EDUCATION

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Int	Equal variances assumed	1.008	.318	.586	108	.559	.56105	.95712	-1.33612	2.45821
	Equal variances not assumed			.617	61.352	.539	.56105	.90909	-1.25658	2.37867
Soc	Equal variances assumed	.072	.788	.927	108	.356	1.40996	1.52093	-1.60479	4.42472
	Equal variances not assumed			.937	56.178	.353	1.40996	1.50431	-1.60331	4.42324
com	Equal variances assumed	5.234	.024	.653	108	.515	.74847	1.14548	-1.52208	3.01902
	Equal variances not assumed			.778	82.529	.439	.74847	.96234	-1.16574	2.66268
Sti	Equal variances assumed	.043	.837	-.344	108	.731	-.40384	1.17321	-2.72933	1.92166
	Equal variances not assumed			-.347	55.966	.730	-.40384	1.16248	-2.73259	1.92491

AGE

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
Int	18-27	44	32.9773	5.29804	.79871	31.3665	34.5880	16.00	40.00
	28-37	51	32.9804	4.08162	.57154	31.8324	34.1284	24.00	40.00
	38-47	13	32.1538	3.62506	1.00541	29.9632	34.3444	24.00	40.00
	48-57	2	31.5000	.70711	.50000	25.1469	37.8531	31.00	32.00
	Total	110	32.8545	4.50247	.42929	32.0037	33.7054	16.00	40.00
Soc	18-27	44	30.3864	6.94569	1.04710	28.2747	32.4980	10.00	40.00
	28-37	51	26.7843	6.94641	.97269	24.8306	28.7380	13.00	40.00
	38-47	13	31.1538	7.64685	2.12086	26.5329	35.7748	16.00	40.00
	48-57	2	27.5000	4.94975	3.50000	-16.9717	71.9717	24.00	31.00
	Total	110	28.7545	7.17179	.68380	27.3993	30.1098	10.00	40.00
Com	18-27	44	31.6364	5.91840	.89223	29.8370	33.4357	16.00	40.00
	28-37	51	31.1176	5.05429	.70774	29.6961	32.5392	16.00	40.00
	38-47	13	29.6154	5.20478	1.44355	26.4702	32.7606	24.00	40.00
	48-57	2	29.5000	3.53553	2.50000	-2.2655	61.2655	27.00	32.00
	Total	110	31.1182	5.39067	.51398	30.0995	32.1369	16.00	40.00
Sti	18-27	44	31.7273	5.41902	.81695	30.0797	33.3748	16.00	40.00
	28-37	51	32.8039	5.55705	.77814	31.2410	34.3669	20.00	40.00
	38-47	13	34.9231	5.61933	1.55852	31.5273	38.3188	24.00	40.00
	48-57	2	34.0000	4.24264	3.00000	-4.1186	72.1186	31.00	37.00
	Total	110	32.6455	5.51326	.52567	31.6036	33.6873	16.00	40.00

ETHNICITY

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Int	chinese	23	32.6522	6.23486	1.30006	29.9560	35.3483	16.00	40.00
	malay	61	33.1148	3.91620	.50142	32.1118	34.1177	24.00	40.00
	indian	17	33.1765	3.94074	.95577	31.1503	35.2026	24.00	40.00
	others	9	31.0000	4.30116	1.43372	27.6938	34.3062	24.00	37.00
	Total	110	32.8545	4.50247	.42929	32.0037	33.7054	16.00	40.00
Soc	chinese	23	27.7826	7.82744	1.63213	24.3978	31.1674	10.00	40.00
	malay	61	29.9016	7.07980	.90647	28.0884	31.7149	13.00	40.00
	indian	17	26.4118	5.65750	1.37215	23.5029	29.3206	19.00	38.00
	others	9	27.8889	8.19214	2.73071	21.5919	34.1859	15.00	40.00
	Total	110	28.7545	7.17179	.68380	27.3993	30.1098	10.00	40.00
Com	chinese	23	31.2174	7.10925	1.48238	28.1431	34.2917	16.00	40.00
	malay	61	31.7213	4.67308	.59833	30.5245	32.9181	20.00	40.00
	indian	17	31.1176	5.18269	1.25699	28.4530	33.7823	24.00	40.00
	others	9	26.7778	3.92994	1.30998	23.7570	29.7986	24.00	32.00
	Total	110	31.1182	5.39067	.51398	30.0995	32.1369	16.00	40.00
Sti	chinese	23	33.8261	5.74181	1.19725	31.3431	36.3090	16.00	40.00
	malay	61	31.7541	5.26199	.67373	30.4064	33.1018	18.00	40.00
	indian	17	34.1176	5.17062	1.25406	31.4592	36.7761	24.00	40.00
	others	9	32.8889	6.90008	2.30003	27.5850	38.1928	24.00	40.00
	Total	110	32.6455	5.51326	.52567	31.6036	33.6873	16.00	40.00

VISITATION FREQUENCY

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
Int	first	41	33.8537	4.12651	.64445	32.5512	35.1561	24.00	40.00
	second	13	35.3077	3.56802	.98959	33.1516	37.4638	31.00	40.00
	fourth	2	30.5000	.70711	.50000	24.1469	36.8531	30.00	31.00
	none	54	31.5926	4.67639	.63638	30.3162	32.8690	16.00	40.00
	Total	110	32.8545	4.50247	.42929	32.0037	33.7054	16.00	40.00
Soc	first	41	30.0000	6.62948	1.03535	27.9075	32.0925	16.00	40.00
	second	13	27.5385	7.42311	2.05880	23.0527	32.0242	13.00	40.00
	fourth	2	28.0000	4.24264	3.00000	-10.1186	66.1186	25.00	31.00
	none	54	28.1296	7.60349	1.03470	26.0543	30.2050	10.00	40.00
	Total	110	28.7545	7.17179	.68380	27.3993	30.1098	10.00	40.00
Com	first	41	32.3902	5.04419	.78777	30.7981	33.9824	16.00	40.00
	second	13	30.6923	6.57501	1.82358	26.7191	34.6655	20.00	40.00
	fourth	2	33.0000	2.82843	2.00000	7.5876	58.4124	31.00	35.00
	none	54	30.1852	5.32021	.72399	28.7330	31.6373	16.00	40.00
	Total	110	31.1182	5.39067	.51398	30.0995	32.1369	16.00	40.00
Sti	first	41	33.5854	5.01984	.78397	32.0009	35.1698	18.00	40.00
	second	13	32.4615	5.14159	1.42602	29.3545	35.5686	20.00	40.00
	fourth	2	29.5000	2.12132	1.50000	10.4407	48.5593	28.00	31.00
	none	54	32.0926	6.00399	.81704	30.4538	33.7314	16.00	40.00
	Total	110	32.6455	5.51326	.52567	31.6036	33.6873	16.00	40.00

ANNUAL INCOME

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
Int	20,000-29,000	40	32.5500	5.06851	.80140	30.9290	34.1710	16.00	40.00
	30,000-39,000	46	33.1087	4.24384	.62572	31.8484	34.3690	24.00	40.00
	40,000-49,000	18	32.6667	4.17274	.98352	30.5916	34.7417	24.00	40.00
	50,000-59,000	4	35.2500	3.94757	1.97379	28.9685	41.5315	32.00	40.00
	60,000-69,000	2	30.0000	2.82843	2.00000	4.5876	55.4124	28.00	32.00
	Total	110	32.8545	4.50247	.42929	32.0037	33.7054	16.00	40.00
Soc	20,000-29,000	40	28.9750	7.01093	1.10853	26.7328	31.2172	10.00	40.00
	30,000-39,000	46	28.7391	7.53491	1.11096	26.5015	30.9767	13.00	40.00
	40,000-49,000	18	29.1111	7.05348	1.66252	25.6035	32.6187	16.00	40.00
	50,000-59,000	4	24.7500	7.27438	3.63719	13.1748	36.3252	15.00	32.00
	60,000-69,000	2	29.5000	7.77817	5.50000	-40.3841	99.3841	24.00	35.00
	Total	110	28.7545	7.17179	.68380	27.3993	30.1098	10.00	40.00
Com	20,000-29,000	40	30.8750	5.96222	.94271	28.9682	32.7818	16.00	40.00
	30,000-39,000	46	32.1522	5.19815	.76643	30.6085	33.6958	16.00	40.00
	40,000-49,000	18	29.5556	4.71820	1.11209	27.2092	31.9019	24.00	40.00
	50,000-59,000	4	28.2500	4.34933	2.17466	21.3292	35.1708	24.00	32.00
	60,000-69,000	2	32.0000	.00000	.00000	32.0000	32.0000	32.00	32.00
	Total	110	31.1182	5.39067	.51398	30.0995	32.1369	16.00	40.00
Sti	20,000-29,000	40	30.0500	5.73317	.90649	28.2164	31.8836	16.00	40.00
	30,000-39,000	46	33.8478	4.61383	.68027	32.4777	35.2180	24.00	40.00
	40,000-49,000	18	34.0556	5.65136	1.33204	31.2452	36.8659	24.00	40.00
	50,000-59,000	4	36.2500	4.78714	2.39357	28.6326	43.8674	30.00	40.00
	60,000-69,000	2	37.0000	.00000	.00000	37.0000	37.0000	37.00	37.00
	Total	110	32.6455	5.51326	.52567	31.6036	33.6873	16.00	40.00

